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**END SEMESTER EXAMINATION – NOV / DEC 2025**

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| **Course Code** | **23MP2004** | **Duration** | **3hrs** |
| **Course Title** | **SCREENPLAY AND DIRECTION** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Define Characterization. Explain the different types of characterization and character traits. | CO1 | R | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Develop a screenplay for a 5-minute public awareness short film, ensuring clarity in theme, character, dialogue, and setting. | CO2 | A | 20 |
|  |  |  |  |  |  |
| 3. |  | Appraise the importance of tension in a story with suitable examples. | CO2 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Classify a short story into sequence, scene, shot and explain. | CO3 | U | 20 |
|  |  |  |  |  |  |
| 5. |  | Estimate the different elements of film making that compliments the style of a director. | CO3 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Analyze how the components of Mise-en-scène work together to create visual style in a chosen film. | CO4 | An | 20 |
|  |  |  |  |  |  |
| 7. |  | Illustrate how audio elements are used in a specific film scene to support storytelling. | CO5 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | List the roles and responsibilities of a director in film production. | CO1 | R | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | Define a plot. Identify the 6 key plot points that every story needs. | CO6 | R | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

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|  | **COURSE OUTCOMES** |
| CO1 | Understand the role and responsibility of direction. |
| CO2 | Learn the skills and approaches of direction as a profession. |
| CO3 | Generate creative ideas for writing for films. |
| CO4 | Reconstruct the writing based on the demand of the script. |
| CO5 | Experiment writing for different genres of films. |
| CO6 | Assess the various types of directors and their styles. |

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**END SEMESTER EXAMINATION – NOV / DEC 2025**

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| **Course Code** | **23MP2005** | **Duration** | **3hrs** |
| **Course Title** | **COLOR THEORY AND LIGHTING TECHNIQUES** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Define the three main attributes of color: Hue, Value, and Saturation. | CO1 | R | 10 |
|  | b. | Explain why color perception is considered to be a "perceptual response to light that exists only in the mind." | CO1 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Appraise the physical structure of the human vision system, focusing on the three classes of light-receptive cells (cones) in the retina. | CO2 | E | 20 |
|  |  |  |  |  |  |
| 3. |  | Compare the RGB and CMYK color models, focusing on their fundamental principle (Additive vs. Subtractive) and primary usage. | CO3 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Discuss the role of a Spectrophotometer as a critical tool for precise color matching in the printing industry. | CO3 | U | 20 |
|  |  |  |  |  |  |
| 5. |  | Explain the concept of the Visible Light Spectrum, including its approximate wavelength range and the order of colors from shortest to longest wavelength. | CO5 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Explain the concept of Color Harmony and contrast Complementary versus Analogous color schemes. | CO4 | An | 10 |
|  | b. | Name the Neutral Colors and how do they differ from the colors found on the color wheel? | CO2 | R | 10 |
|  |  |  |  |  |  |
| 7. |  | Define the terms Warm Colors and Cool Colors and list the hues that fall under each category on the color wheel. | CO2 | R | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Explain how Primary colors are mixed to form Secondary colors, giving the three resulting colors. | CO6 | U | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Define Color Temperature and explain the difference in appearance between 4000K and 7000K light sources. | CO5 | R | 10 |
|  | b. | Define Color Psychology and discuss how Warm Colors (Red, Orange) and Cool Colors (Blue, Green) influence human emotions and behavior. | CO4 | U | 10 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

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|  | **COURSE OUTCOMES** |
| CO1 | Understand the fundamental concepts of color theory. |
| CO2 | Apply color theory principles in project design. |
| CO3 | Analyze the different lighting techniques. |
| CO4 | Enhance the visual impact of their creative projects. |
| CO5 | Evaluate color and lighting choices in existing artworks, designs, and media productions. |
| CO6 | Apply their knowledge and skills to create cohesive lighting designs. |

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**END SEMESTER EXAMINATION – NOV / DEC 2025**

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| **Course Code** | **23MP2006** | **Duration** | **3hrs** |
| **Course Title** | **PRINCIPLES OF ADVERTISING** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Compare the AIDA model with Maslow’s Hierarchy of Needs and Hierarchy of Effects Model. Provide suitable examples. | CO1 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Analyze how Cadbury Dairy Milk’s cricket-based advertising campaigns reflect changing social values and consumer behavior in India over the years. | CO2 | An | 20 |
|  |  |  |  |  |  |
| 3 |  | Develop an advertising strategy employing PESTEL Technique for the retail organization VASANTH & Co. | CO3 | C | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Explain Psychographic, Geographic and Demographic Segmentation .Cite live examples. | CO4 | A | 20 |
|  |  |  |  |  |  |
| 5. |  | Describe the following Digital Marketing techniques in detail for effective brand promotion: CPM, CPC, SEO and SEM. | CO5 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Recall the importance of SWOT Analysis for effective marketing Strategy. | CO3 | R | 10 |
|  | b. | Design a SWOT Analysis technique for AMUL Butter. | CO3 | C | 10 |
|  |  |  |  |  |  |
| 7. |  | Identify the key benefits of employing Instagram and Snap Chat for Social Media Advertising in the contemporary scenario. | CO5 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | List the process of Integrated Marketing Communication from Source to Receiver and how it benefits the end user. | CO6 | R | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | Design an Integrated Marketing Communication Approach to promote a laptop brand on Facebook, Instagram and Television. | CO6 | C | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

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|  | **COURSE OUTCOMES** |
| CO1 | Learn to integrate digital advertising approaches with traditional advertising methods. |
| CO2 | Understand the advertising strategies and apply these concepts in real-world scenarios |
| CO3 | Develop advanced skills in strategic planning for advertising campaigns. |
| CO4 | Analyze target audiences for advertising campaigns. |
| CO5 | Gain a deep understanding of the principles and practices of digital advertising. |
| CO6 | Understand the role of advertising within the broader context of IMC. |

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**END SEMESTER EXAMINATION – NOV / DEC 2025**

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| **Course Code** | **23MP2007** | **Duration** | **3hrs** |
| **Course Title** | **MEDIA LAW POLICY AND ETHICS** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Recall and classify the Fundamental Rights and Duties listed in the Indian Constitution with special reference to Article 19 (i) a and its relevance to Media Freedom. | CO1 | R | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Differentiate between Official Secrets Act (1923) and PRB Act (1867) with relevant examples in contemporary times. | CO2 | An | 20 |
|  |  |  |  |  |  |
| 3. |  | Classify the nature of Cyber Crimes like Hacking, Phishing, Digital Arrest and Online Bullying. Suggest remedies for the same. | CO3 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Examine Gudiya’s case as a televised debate in 2004 and comment on Media’s apathy. | CO4 | A | 20 |
|  |  |  |  |  |  |
| 5. |  | Interpret how Private Media Conglomerates impact Media Planning and Policy Decision citing the SUN Television and allied media network. | CO5 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Differentiate between Libel and Slander citing the Kejriwal vs Jaitley and Kamal R. Khan vs. Salman Khan Cases. | CO4 | An | 20 |
|  |  |  |  |  |  |
| 7. |  | Recall the primary policy mandate of Doordarshan under the Prasar Bharti Act,1990. | CO5 | R | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Compare the case relating to Kevin Carter’s visual of the vulture and child with Migrant Worker Crisis during Covid 2021in India. Reflect on the ethical dilemmas faced. | CO6 | An | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | Explain the importance of Media Regulations, Ethical Codes and Laws in today’s social media environment. | CO6 | A | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

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|  | **COURSE OUTCOMES** |
| CO1 | To become more practiced in identifying, analyzing and articulating instances of media  regulation and Indian constitution. |
| CO2 | To gain a richer, more informed understanding of law with particular attention to media law and |
|  | the issues and debates surrounding the role and function of law in guaranteeing fundamental |
|  | freedoms within civil society, particularly free speech, access to information and the protection |
|  | of privacy. |
| CO3 | Students will identify kinds of cybercrimes and its legal implications. |
| CO4 | Determine the ethical issues of media with case studies. |
| CO5 | To become familiar with how policy is developed within media institutions. |
| CO6 | Demonstrate an understanding of the nature of media laws policies, ethics and morality in journalism. |

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**END SEMESTER EXAMINATION – NOV / DEC 2025**

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| **Course Code** | **23MP2010** | **Duration** | **3hrs** |
| **Course Title** | **VIDEO POST**-**PRODUCTION TECHNIQUES** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Explain in detail the key elements of video editing. Discuss how trimming, sequencing, transitions, and audio editing together contribute to the storytelling process. | CO2 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Discuss the importance of continuity editing in video production. Explain the concepts of match on action, eyeline match, and the 180-degree rule with suitable examples. | CO1 | U | 20 |
|  |  |  |  |  |  |
| 3. |  | Analyze the role of color correction and grading in establishing mood and visual style. Illustrate how these techniques influence audience perception. | CO3 | AN | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Illustrate with examples how Auto Normalization improves video quality and ensures visual consistency in professional editing. | CO5 | A | 20 |
|  |  |  |  |  |  |
| 5. |  | Describe how Chroma Keying works. Outline the major steps involved in replacing a green or blue background with a digital environment. | CO4 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Discuss on the major video file formats and their uses in editing and distribution. | CO1 | U | 20 |
|  |  |  |  |  |  |
| 7. |  | Analyze the advantages and disadvantages of Offline Editing versus Online Editing in a professional post-production environment. | CO2 | AN | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Apply the concept of aspect ratios and frame rates in planning a multi-platform video production (e.g., YouTube, cinema, and mobile). | CO5 | A | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | Compare and contrast the features and capabilities of three major video editing software applications—Adobe Premiere Pro, Final Cut Pro, and DaVinci Resolve. | CO6 | AN | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

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|  | **COURSE OUTCOMES** |
| CO1 | Understand the concept of applying the techniques of video and film editing. |
| CO2 | Learn the basic elements of post-production. |
| CO3 | Generate creative ideas to expert in narration of the film. |
| CO4 | Reconstruct the sound knowledge in video editing. |
| CO5 | Experiment the recent trends and technology in video post-production. |
| CO6 | Assess the elements of video editing in a film. |

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**END SEMESTER EXAMINATION – NOV/DEC 2025**

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| **Course Code** | **23MP2011** | **Duration** | **3hrs** |
| **Course Title** | **VISUAL EFFECTS AND COMPOSITING** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Define Pre-Visualization and explain its role in streamlining the VFX production workflow. | CO1 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Assess the importance of spill suppression in visual effects and explain how it enhances the overall quality of composited images. | CO3 | E | 20 |
|  |  |  |  |  |  |
| 3. | a. | Analyze the relationship between Pixels, Components, and Channels in digital image generation. | CO3 | A | 10 |
|  | b. | Discuss how Blending ModesandTransition Effects influences the effectiveness of visual storytelling and provide examples of techniques that enhance audio-visual cohesion. | CO4 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Illustrate how masking can be used to make edits invisible and explain why this technique is essential in professional video editing. | CO1 | A | 10 |
|  | b. | Evaluate how Shot Selection influences continuity and storytelling in a VFX-driven film sequence. | CO1 | E | 10 |
|  |  |  |  |  |  |
| 5. |  | Describe the process of 3D compositing and evaluate its importance in achieving seamless transitions between visual layers. | CO5 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Illustrate how Tracking can be used in professional video editing. explain their types. Evaluate the impact of image tracking and stabilization on viewer experience, particularly in high-motion video scenes | CO1 | C | 20 |
|  |  |  |  |  |  |
| 7. |  | Compare different digital video formats and analyze how they impact the quality and compatibility of video content. | CO6 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Explain the concept of spatial resolution and describe its role in determining image generation in digital media. | CO5 | U | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | Discuss how to create a title animation, incorporating elements like colour grading and matte removal for a polished visual effect and discuss the entire VFX pipeline. | CO2 | U | 20 |

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|  | **COURSE OUTCOMES** |
| CO1 | Gaincomprehensive knowledge of key concepts OF VFX. |
| CO2 | Create and manipulate digital assets, including 3D models, textures, and animations. |
| CO3 | Understand the industry standards, best practices, and ethical considerations in visual effects. |
| CO4 | Create competence in matching digital elements with live-action footage. |
| CO5 | Develop creative solutions to achieve desired visual effects. |
| CO6 | Explore the nuances of the different types of VFX techniques. |

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**END SEMESTER EXAMINATION – NOV / DEC 2025**

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| **Course Code** | **23MP2012** | **Duration** | **3hrs** |
| **Course Title** | **COMPUTER ANIMATION** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Explain the workflow of 2D digital animation using Adobe Animate, highlighting how vector graphics enhance smooth motion. | CO1 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Identify the types of animation typically used in the entertainment industry. | CO2 | R | 20 |
|  |  |  |  |  |  |
| 3. |  | Compare and contrast 2D animation and 3D animation in terms of process, techniques, and applications. | CO3 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Explain the process of storyboarding and how it will guide in the animation pipeline. | CO6 | U | 20 |
|  |  |  |  |  |  |
| 5. |  | Create a basic storyboard layout for a short animation about a character’s morning routine, and explain your design choices. | CO4 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Analyze how lighting and texturing influence mood and realism in 3D animation. Use examples from any animated short film. | CO6 | An | 20 |
|  |  |  |  |  |  |
| 7. |  | Discuss about the 12 Principles of animation and how they are applied in 2D animation with examples. | CO5 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Analyze how a frame-by-frame animation and rig-based animation is created in Adobe Animate with examples of practical use cases. | CO4 | An | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | Create a concept outline for a 10-second 2D animation clip depicting “A Rainy Day” using the principles of animation. | CO2 | C | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

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|  | **COURSE OUTCOMES** |
| CO1 | Understand the principles of 2D and 3D animation. |
| CO2 | Develop practical skills in creating animations. |
| CO3 | Learn about lighting, texturing, and rendering techniques in 3D animation |
| CO4 | Evaluate the use of AI in animation. |
| CO5 | Create a professional animation portfolio showcasing their skills and creativity. |
| CO6 | Experiment with hybrid approaches that combine traditional animation techniques |

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**END SEMESTER EXAMINATION – NOV / DEC 2025**

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| **Course Code** | **23MP2025** | **Duration** | **3hrs** |
| **Course Title** | **COMPUTER NETWORKS AND BROADCAST TECHNOLOGIES** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Define broadcasting and list its key characteristics, including its communication type. | CO2 | R | 10 |
|  | b. | Compare Analog and Digital broadcasting signals based on quality, noise resilience, and spectrum efficiency. | CO2 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Explain the primary job of IP Addressing in delivering data packets to a unique system across a network. | CO1 | U | 10 |
|  | b. | Define Cybersecurity based on its goal of protecting the three main components of an internet-connected system. | CO4 | R | 10 |
|  |  |  |  |  |  |
| 3. |  | Define Wireless Communication and state the two key types of electromagnetic waves used for data transmission without physical conductors. | CO1 | R | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Explain the key characteristics, advantages, and disadvantages of Bluetooth wireless technology. | CO4 | U | 20 |
|  |  |  |  |  |  |
| 5. |  | Explain the working principle of the TCP/IP protocol suite, outlining what the acronym stands for. | CO5 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Compare the disadvantages of Analog Broadcasting with the advantages of Digital Broadcasting in terms of quality and provided features. | CO4 | C | 20 |
|  |  |  |  |  |  |
| 7. | a. | Briefly explain how NFC works in terms of its requirement for close proximity for communication. | CO1 | U | 10 |
|  | b. | List two different types of Cameras (e.g., Studio, ENG) and two types of Microphones (e.g., Lavalier, Boom) used in broadcast hardware. | CO6 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Explain the key characteristics that define the Digital Broadcasting signal and its benefits over analog signals. | CO6 | A | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. | a. | List the three main Analog TV standards (NTSC, PAL, SECAM) and the three main Digital TV standards (ATSC, DVB, ISDB). | CO2 | R | 10 |
|  | b. | Summarize the primary function of Mixers & Switchers and Encoders/Decoders (Codec) in the broadcast signal chain. | CO2 | U | 10 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

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|  | **COURSE OUTCOMES** |
| CO1 | Acquire a solid understanding of fundamental concepts in computer networking. |
| CO2 | Learn about broadcast signal transmission, modulation techniques, broadcast standards, and regulatory frameworks. |
| CO3 | Develop practical skills in designing and implementing computer networks. |
| CO4 | Gain knowledge and skills in network management, maintenance tasks. |
| CO5 | Explore emerging technologies and trends in computer networking. |
| CO6 | Develop and produce a broadcast project. |

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**END SEMESTER EXAMINATION – NOV/DEC 2025**

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| **Course Code** | **23MP2029** | **Duration** | **3hrs** |
| **Course Title** | **FOUNDATIONS OF DATA SCIENCE** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Define Data Science and explain its importance and applications in the media industry. | CO1 | U | 10 |
|  | b. | Discuss the role of data in shaping audience engagement, content strategies, and advertising decisions. | CO1 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Explain audience analysis and content optimization help media organizations improve their reach and viewer retention. | CO3 | U | 20 |
|  |  |  |  |  |  |
| 3. | a. | Demonstrate the use of social media dashboards for visualizing real-time audience metrics. | CO3 | A | 10 |
|  | b. | Apply data scraping techniques or APIs to extract insights from digital platforms for media content analysis. | CO4 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Analyse the ethical considerations in data-driven media. Support your answer with examples from major media corporations. | CO1 | AN | 20 |
|  |  |  |  |  |  |
| 5. |  | Discuss the methods of data cleaning and preprocessing. | CO5 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Evaluate the use of descriptive statistics in summarizing media data. Explain the measures of central tendency and dispersion help understand audience trends. | CO1 | E | 20 |
|  |  |  |  |  |  |
| 7. |  | Explain the role of Machine Learning in Data Science. Explain their types with examples. | CO6 | AN | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Develop a correlation and regression model to study the relationship between ad frequency and viewer engagement in streaming platforms. | CO5 | C | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Design a data-driven media dashboard that visualizes audience engagement, ad performance, and content reach across multiple platforms. | CO2 | C | 20 |

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|  | **COURSE OUTCOMES** |
| CO1 | Understand the foundational concepts of data science and its applications in media industry. |
| CO2 | Apply statistical analysis techniques to interpret and draw insights from media data. |
| CO3 | Collect, preprocess, and clean various types of media data from different sources. |
| CO4 | Visualize data-driven insights to stakeholders through visualizations. |
| CO5 | Demonstrate critical thinking and problem-solving skills through the analysis of case studies. |
| CO6 | Develop a mindset of continuous learning and adaptation to new tools. |

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**END SEMESTER EXAMINATION – NOV / DEC 2025**

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| **Course Code** | **23MP2030** | **Duration** | **3hrs** |
| **Course Title** | **ARTIFICIAL INTELLIGENCE FOR MEDIA** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Define Artificial Intelligence (AI) and explain its key components with suitable examples. | CO1 | R | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Define Natural Language Toolkit (NLTK) and list its major functionalities used in Natural Language Processing. | CO4 | R | 20 |
|  |  |  |  |  |  |
| 3. |  | Explain how AI has revolutionized content creation, production, and post-production in the modern media landscape. Support your answer with examples of specific tools or technologies. | CO3 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Analyse the benefits and limitations of AI in video editing for filmmakers. | CO3 | AN | 20 |
|  |  |  |  |  |  |
| 5. |  | Compare and contrast Narrow AI, General AI, and Super intelligent AI with reference to their current state, capabilities, and ethical implications. | CO1 | AN | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Explain the difference between tokenization, stemming, and lemmatization in NLTK with suitable examples. | CO6 | U | 20 |
|  |  |  |  |  |  |
| 7. |  | Apply the concept of machine learning and natural language processing to explain how Netflix or YouTube recommends content to users. | CO5 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Examine the main components of Azure Cognitive Services and describe their role in developing intelligent media applications. | CO5 | R | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | Evaluate whether AI is more of an opportunity or a threat to media professionals. | CO2 | E | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Understand the fundamental concepts and principles of artificial intelligence (AI) and its applications in various domains of media, |
| CO2 | Evaluate the effectiveness, ethical implications, and societal impact of AI solutions implemented in media |
| CO3 | Implement AI-driven projects and experiments in media contexts, demonstrating creativity, technical proficiency, and problem-solving skills. |
| CO4 | Explore the emerging trends, technologies in the field of AI and media. |
| CO5 | Design and implement AI-driven projects and experiments in media contexts. |
| CO6 | Apply selected basic AI techniques; judge applicability of more advanced techniques. |

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**END SEMESTER EXAMINATION – NOV / DEC 2025**

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| **Course Code** | **25MD201** | **Duration** | **3hrs** |
| **Course Title** | **DIGITAL MARKETING** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | **LUO** | **RBT Level** | **Related CO** |
| **PART – A (10 X 2 = 20 MARKS)** | | | | |
| 1. | Define marketing and state its functions | 1a | R | 1 |
| 2. | Identify the importance of Digital marketing in the modern world. | 1b | R | 1 |
| 3. | Explain the importance of hosting and domain setup in establishing a digital presence. | 2a | U | 2 |
| 4. | Describe how UX/UI design enhances user engagement on a website. | 2b | U | 2 |
| 5. | Define content marketing and conversion rate optimization (CRO). | 3a | R | 3 |
| 6. | Differentiate SEO from SEM. | 3b | R | 3 |
| 7. | Explain how predictive analytics improves marketing campaigns. | 4a | U | 4 |
| 8. | Describe social media analytics and explain its importance | 4b | U | 4 |
| 9. | Apply the concept of segmentation to design a simple email for a specific customer group. | 5a | A | 5 |
| 10. | Explain how you would use influencer marketing to promote a new mobile app. | 5b | A | 5 |
| **PART – B (5 X 6 = 30 MARKS)** | | | | |
| 11. | Apply digital marketing strategies to increase brand visibility during a product launch. | 1a | A | 1 |
| 12. | Analyse the key differences between Shared Hosting, Dedicated Hosting, and Virtual Private Server (VPS) in terms of cost, control, and performance. | 1b | An | 1 |
| 13. | Calculate CRO If 1,000 people visit a website and 50 make a purchase. and imply the importance of it. | 3a | A | 3 |
| 14. | Analyse chatbot interactions for customer service improvement. | 4b | An | 4 |
| 15. | Develop an Instagram influencer marketing plan that ensures maximum reach and impact for a product launch. | 5a | A | 5 |
| **PART – C (5 X 10 = 50 MARKS)** | | | | |
| 16 | Apply the concept of AI-driven marketing to a real-world example of digital transformation in the customer life cycle | 1c | A | 1 |
| **(OR)** | | | | |
| 17 | Analyse the key differences between traditional marketing and AI-based digital marketing and how storytelling enhances brand loyalty and customer engagement. | 1e | An | 1 |
| 18 | Apply the concepts of web hosting and domain management to design a website setup plan for a small business planning to launch its online store. | 2a | A | 2 |
| **(OR)** | | | | |
| 19 | Analyse a case where a company’s website faces performance issues due to shared hosting. Propose an alternative hosting model with justification for your choice. | 2b | An | 2 |
| 20 | Describe the types of content and develop a digital advertisement | 3d | U | 3 |
| **(OR)** | | | | |
| 21 | Develop a digital advertising campaign for a new product launch, specifying the target audience, platforms, and optimisation techniques to maximise conversions. | 3f | A | 3 |
| 22 | Case:  Brand: EcoStyle, a small sustainable clothing brand. EcoStyle ran a one-week Instagram campaign promoting their new eco-friendly t-shirts. They shared images, short videos, and customer stories.  Analytics after the campaign:   * Impressions: 20,000 * Likes: 800 * Shares: 50 * Comments: 30 * Click-through rate (CTR): 0.9%   The campaign reached the target audience, but the engagement rate was lower than expected  Q. Based on EcoStyle’s campaign metrics, identify two reasons for low engagement and recommend two simple improvements that could help increase audience interaction in the next campaign. | 4c | E | 4 |
| **(OR)** | | | | |
| 23 | Analyse how real-time analytics can help adjust a social media campaign to achieve better results. Provide a practical example. | 4e | An | 4 |
| **Compulsory Question:** | | | | |
| 24 | Develop an integrated digital marketing plan using email, influencer, affiliate, and mobile marketing for a product launch. Explain how you would ensure data privacy, track performance metrics, and maintain ethical practices throughout the campaign. | 5d | A | 5 |

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**END SEMESTER EXAMINATION – NOV / DEC 2025**

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| **Course Code** | **25MD202** | **Duration** | **3hrs** |
| **Course Title** | **VISUALIZATION FOR MEDIA** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | **LUO** | **RBT Level** | **Related CO** |
| **PART – A (10 X 2 = 20 MARKS)** | | | | |
| 1. | List two visual elements that help convey emotions clearly in a mood board. | 1.a | R | 1 |
| 2. | Explain how the use of colors and textures in a mood board sets the overall visual mood. | 1.b | U | 1 |
| 3. | Cite the main purpose of using rough sketches during the early idea stage. | 2.a | U | 2 |
| 4. | Describe how thumbnail sketches help designers organize layout and composition effectively. | 2.b | U | 2 |
| 5. | Define Plot and infer on how it applies to visual storytelling. | 3.a | R | 3 |
| 6. | Explain how visual style and story structure combine to communicate meaning. | 3.d | An | 3 |
| 7. | Identify two digital design tools used to enhance color harmony and layout balance. | 4.c | U | 4 |
| 8. | Explain how layering and blending techniques in software improve the visual quality of digital sketches. | 4.b | A | 4 |
| 9. | List two new technologies, such as AI or AR/VR, that are shaping modern visualization practices. | 5.b | R | 5 |
| 10. | Justify how AI-based tools improve both creativity and productivity in the design process. | 5.d | E | 5 |
| **PART – B (5 X 6 = 30 MARKS)** | | | | |
| 11. | Explain how color palettes and typography guide the visual direction of a design. | 1.c | A | 1 |
| 12. | Describe how sketching helps in developing the final visual style. | 2.c | U | 2 |
| 13. | Explain how visual narratives communicate complex ideas effectively. | 3.a | U | 3 |
| 14. | Analyze and compare the use of 1-point and 2-point perspectives in design. | 4.b | An | 4 |
| 15. | Evaluate how AI and AR/VR technologies enhance creative visualization | 5.b | E | 5 |
| **PART – C (5 X 10 = 50 MARKS)** | | | | |
| 16 | Evaluate the effectiveness of mood boards in generating mock-up ideas and justify their role in visual development. | 1.e | E | 1 |
| **(OR)** | | | | |
| 17 | Apply the principles of two-point perspective to illustrate a realistic building corner, and explain how it differs from one-point perspective. | 2.f | A | 1 |
|  | | | | |
| 18 | Compare and contrast one-point and two-point perspectives, and outline key steps for constructing realistic spatial drawings. | 2.c | E | 2 |
| **(OR)** | | | | |
| 19 | Analyze the differences between static and dynamic visual narratives and illustrate how movement influences emotional storytelling. | 3.a | An | 3 |
|  | | | | |
| 20 | Justify why securing client approval requires effective visual storytelling rather than relying solely on technical precision. | 4.c | E | 4 |
| **(OR)** | | | | |
| 21 | Justify the importance of maintaining strong manual sketching skills despite the rise of AI-powered design tools. | 2.a | E | 2 |
|  | | | | |
| 22 | Examine how combining manual sketching with AI-based techniques enhances creative outcomes in visualization. | 3.f | R | 3 |
| **(OR)** | | | | |
| 23 | Explain the distinction between warm and cool colors and evaluate how they influence the mood of a design composition. | 4.d | An | 4 |
|  | | | | |
| **Compulsory Question:** | | | | |
| 24 | Analyze the three main attributes of color—Hue, Saturation, and Value—and interpret their combined effect on visual balance. | 5.a | An | 5 |

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**END SEMESTER EXAMINATION – NOV / DEC 2025**

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| **Course Code** | **25MD203** | **Duration** | **3hrs** |
| **Course Title** | **FOUNDATION OF MEDIA STUDIES** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | **LUO** | **RBT Level** | **Related CO** |
| **PART – A (10 X 2 = 20 MARKS)** | | | | |
| 1. | Recall the Supreme Court Directive on the stray dog menace. | 1a | R | 1 |
| 2. | Explain the inverted pyramid style of news writing. | 1b | A | 1 |
| 3. | State two characteristics that distinguish a Human -Interest Story from a News Report. | 1c | R | 1 |
| 4. | Describe content creation and mention two elements involved in it. | 2b | U | 2 |
| 5. | Define Mobile Journalism. (MOJO). | 3a | R | 3 |
| 6. | List two advantages of using smart phone for news reporting. | 3b | R | 3 |
| 7. | Describe the importance of content in an online and offline environment. | 4a | U | 4 |
| 8. | Identify the importance of ethical perspective in content writing. | 4b | U | 4 |
| 9. | Give one example of viral news and how it spreads online. | 5a | U | 5 |
| 10. | Define Fake News. Cite a relevant example. | 5c | R | 5 |
| **PART – B (5 X 6 = 30 MARKS)** | | | | |
| 11 | Identify and justify one topic that fits the target audience and workflow requirements of a digital news platform | 1a | U | 1 |
| 12. | Compare the inverted pyramid and feature writing styles in terms of structure, tone, and purpose. | 1b | An | 1 |
| 13. | Analyse how keyword selection, headline optimization, and meta descriptions influence search engine ranking for your content. | 1d | An | 1 |
| 146 | Examine how the format and presentation of content differ across online platforms, like blogs, social media and video sharing sites. | 2b | An | 2 |
| 15. | Implement story telling techniques to make a factual report more engaging. | 2d | A | 2 |
| **PART – C (5 X 10 = 50 MARKS)** | | | | |
| 16 | Analyze how MOJO changes the traditional news production workflow in terms of speed and audience engagement. | 3b | An | 3 |
| **(OR)** | | | | |
| 17 | Design an audience- engagement plan using social media tools (polls, reels, live sessions, comment interaction) for your campaign on stray dog protection. | 2d | C | 2 |
| 18 | Develop a short content idea for an online platform to promote an online environmental awareness campaign. | 2b | C | 2 |
| **(OR)** | | | | |
| 19 | Explain the key features of different Content Management Systems (e.g., WordPress, Wix, Drupal) and their suitability for media projects. | 4a | A | 4 |
| 20 | Examine the ethical implications of sharing unverified viral news on social media networks. | 3d | An | 3 |
| **(OR)** | | | | |
| 21 | Compare how different CMS platforms (eg. WordPress and Blogger support SEO optimization for blog posts. | 4d | An | 4 |
| 22 | Examine the ethical implications of sharing unverified viral news on social media networks. | 5d | An | 5 |
| **(OR)** | | | | |
| 23 | Analyze how different types of social media content (text, image, video and live streams) affect user engagement and message reach across various platforms. | 4e | An | 4 |
| **Compulsory Question:** | | | | |
| 24 | Explain with examples how content writing evolved from traditional to new media platforms. | 5b | A | 5 |

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**END SEMESTER EXAMINATION – NOV / DEC 2025**

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| **Course Code** | **25MD204** | **Duration** | **3hrs** |
| **Course Title** | **DIGITAL PHOTOGRAPHY** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | **LUO** | **RBT Level** | **Related CO** |
| **PART – A (10 X 2 = 20 MARKS)** | | | | |
| 1. | Summarize the role of aperture in controlling depth of field. | 1a | U | 1 |
| 2. | Explain the rule of thirds in photography. | 1d | U | 1 |
| 3. | Identify and explain two common types of camera angles used in Digital Photography. | 2a | U | 2 |
| 4. | List two settings you would adjust for a night scene. | 2e | R | 2 |
| 5. | Identify two types of natural lighting conditions. | 3c | R | 3 |
| 6. | Name two key elements of storytelling in photography. | 3e | R | 3 |
| 7. | Name two AI features found in smartphone cameras. | 4c | R | 4 |
| 8. | Compare the field of view of a 18mm lens and 300mm lens with suitable examples. | 4a | U | 4 |
| 9. | List the benefits of ISO. | 5a | R | 5 |
| 10. | Examine the uses of flags in studio lighting techniques. | 5b | A | 5 |
| **PART – B (5 X 6 = 30 MARKS)** | | | | |
| 11. | It is 7pm in the evening near the sea shore on the eastern coast of India after the sun has set. Construct the procedure of capturing the best quality digital photograph. | 1c | A | 1 |
| 12. | Judge the role of composition techniques in enhancing viewer engagement in a digital photograph. | 2b | E | 2 |
| 13. | Appraise the advantages of using manual settings in a complex lighting situation. | 3d | E | 3 |
| 14. | Explain how composition differs in macro vs. street photography. | 4b | U | 4 |
| 15. | Develop a color correction workflow for a set of landscape images. | 5c | A | 5 |
| **PART – C (5 X 10 = 50 MARKS)** | | | | |
| 16. | Define lens. Categorize the types of lens with their uses. | 1c | An | 1 |
| **(OR)** | | | | |
| 17. | Evaluate the advantages and challenges of disseminating photojournalistic content through social media compared to traditional media. | 1e | E | 1 |
|  | | | | |
| 18. | Analyze the impact of mobile phone photography on the techniques, accessibility, and creative practices in digital photography. | 2e | An | 2 |
| **(OR)** | | | | |
| 19. | Develop a digital imaging project that integrates AI tools to achieve innovative visual effects while ensuring responsible use and maintaining authenticity. | 2c | A | 2 |
|  | | | | |
| 20. | Identify the type of photography that uses colors and patterns to create an image and appraise the same. | 3a | E | 3 |
| **(OR)** | | | | |
| 21. | Critically analyze the ethical concerns in excessive photo manipulation. | 3b | An | 3 |
|  | | | | |
| 22. | Creativity is creating an extraordinary image from a rather ordinary object or scene. Justify. | 4d | E | 4 |
| **(OR)** | | | | |
| 23. | Explain the use of different lighting instruments in a digital photography studio to achieve desired exposure, mood, and creative effects. | 4e | A | 4 |
| **Compulsory Question:** | | | | |
| 24. | Evaluate the factors that affect depth of field with suitable examples. | 5d | A | 5 |